

## ABSTRACT

An Interactive Voice Response unit (IVR) is provided that includes a menu structure comprising a plurality of menus, each menu comprising a plurality of options that are selectable by a user, wherein the plurality of menus and each menu's respective  
5 plurality of options define a plurality of potential navigation paths for the user through the menu structure and a processor operable to receive, from the user, a request to change the menu structure; effect the requested change to the menu structure; and associate the changed menu structure with the requesting user.